

WANAMAKER'S

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DAY MONDAY

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# Two of the Winter's Biggest Events Come to Wanamaker's With the New Year

## Hasten Slowly

We should put the best interpretation on whatever we hear concerning our fellow-men and keep silence at least until the information given us is reliably confirmed.

It would be well worth while winning such a record as that of Rudolph Stewart Walton, one of the founders of the Wanamaker Schools of Industry, who was well known to have never spoken ill of any of his fellows.

The least thing we can do for each other is to not hurt, if not willing to help.

From the  
Writings of  
the Founder

*John Wanamaker*

Two events of such magnitude and such incomparable opportunities that each year their call is heard throughout the fashion world.

Every woman of taste within a hundred miles of Philadelphia, every housewife within reach of the City is awaiting the message that the New Year brings, for on Tuesday will start the

## January Sale of White and With It Also Starts the Wanamaker Annual Sale of Furs

Hardly a woman within hearing but who feels the stir of eager anticipation.

Here are fields and fields of white, like the snowy stretches of the Northland. And every garment in it is new, the most desirable, almost every garment perfect.

Here are cases upon cases of furs, fashionable things if ever there were fashionable things. Just such coats and neckpieces as proud folk smiled upon this very season.

Everybody knows of what excellent quality everything is—and all this is here—ready for choosing on Tuesday morning.

## Everything Is New and Everything Is From 25 to 50 Per Cent Less In the White Sale

HERE never has been such a year as 1923—neither has there ever been such a white sale.

It's a sale for all tastes, all means.

It can dress to perfection the woman of fashion and luxury, who wears nothing but supple silk next to her fair skin, and it can serve equally well the busy little housewife who does her own work, even to the washing.

For the bride and the college girl, for the business woman who practices her efficiency in shopping, in fact, for every type of woman that could be named (and nearly every woman is a type in herself) it is an opportunity not to be repeated here within six months, and not to be matched anywhere else.

For the woman devoted to sports and outdoor life, it brings everything she can need.

For the mother who wishes to clothe her little flock economically without descending to "cheap" trash, it is a bonanza.

## Not a Single Garment That Was Here Christmas

It is a Wanamaker Original White Sale, true to all its ancient traditions, and without a single garment in its thousands of offerings that is even as ancient as last Christmas!

Everything in the Sale, from a snowy white shirtwaist to an exquisite Philippine hand-embroidered chemise is NEW, fashionable and desirable.

Here is the outstanding service and originality of this White Sale that was first in the field with the idea; it always was, and always is a WHITE field.

Not that a black silk petticoat is white or a child's dainty gingham frock is colorless, but the whole collection is fresh as new-fallen snow.

Nothing here that ever saw a Wanamaker counter or shelf before.

Nothing here that represents a false cut of the shears, an imperfect shape or a "skimpy" proportion. The only "seconds" in the Sale are some of the famous C. B. corsets at 65c (cut, all right, but showing some such trifling defect as a



### Of Intimate Interest to Women Domestic Undermuslins

Nightgowns, 50c to \$6.50.  
Chemises, 75c to \$5.50.  
Combinations, \$1.65 to \$5.

Drawers, 50c to \$1.65.  
Bloomers, 35c to \$1.  
Corset covers, 50c to \$1.  
Step-in bloomers, 50c to \$2.50.

### Philippine Hand- Embroidered Garments

Nightgowns, \$1.65 to \$3.85.  
Chemises, \$1.65 to \$3.85.  
Drawers, \$1 to \$1.85.

### Silk Underclothes

Nightgowns, \$3.85 to \$10.75.  
Chemises, \$1.85 to \$5.  
Bloomers, \$3.85 to \$5.50.  
Camisoles, 85c to \$2.25.  
Step-in bloomers, \$2 to \$3.85.

### Corsets

New, fashionable models, at savings averaging half. The best corset values we have assembled since 1913. Figures of all types provided for.

Complete lines of sizes to start:  
L. B's, \$1; \$2.25, \$3 and \$3.75.  
Letties, \$2.50 and \$4.50.  
Parisienne, \$7.50, \$8 and \$8.50.  
Pink broche.  
Wanamaker Specials, \$3.50 (broche) and \$5 (cutting).  
C. B. seconds, 65c.  
Satin-striped and elastic athletic girdles, 85c.

### Other Indispensables

Aprons, 18c to \$1.  
Negligees, a manufacturer's fine samples, in silk, and a few in albatross, half regular prices.  
Cotton petticoats, 85c and \$1.  
Plants of extra sizes.  
Silk petticoats, \$2.85 to \$3.85.  
House dresses, \$1 to \$2.85.  
Cotton shirtwaists, Peter Pan and some tuxedo styles, \$1.85 to \$3.  
Many daintily hand drawn, some trimmed with real flit and Irish lace.

dropped thread in the stitching, etc.), and a small group among the Philippine garments, which are over-blue (until their first washing) and on that account are priced \$1.65, although exquisitely embroidered.

## An Offering Unequaled in Beauty, Quantity, Variety and Low Prices

Quantities will reach 70,000 in undermuslins alone.

There are 2000 overblouses and shirtwaists, including silk and cotton fabrics, and so on.

Qualities, for the prices, are almost unbelievable. The prices would have been not merely unbelievable, but impossible, but for the size of the orders, which enabled the manufacturers to cut their profit as we cut ours.

The assortment is delightful. In the now famous Wanamaker dollar nightgown (but this year there's a 50c one), fully a dozen different styles! In the finer and the sample groups, number many one and twos of a kind.

WOMEN by the hundreds have been sitting back and awaiting this word. Now it has been spoken. The great Wanamaker Annual Sale of Furs is actually about to begin.

You who read this announcement with a quickening pulse have plenty of company. Nearly everybody else feels the same about it and all are coming bright and early Tuesday morning.

Prices will not change in a day or two, but you should see—or, no you shouldn't, if you need a new fur neckpiece or coat—what a day or two of selling will do to the stocks!

Every woman loves fine furs, loves to save money, and knows the verity and the rigid standards that stand behind prices and goods in the great clearances of Winter fur stocks that take place annually in the famous Fur Salons.

This year, as all know who keep an eye on fashions, the furs, particularly in coats, have reached a degree of sumptuousness and beauty beyond the high-water mark of any previous season.

## The Darling Little Jacquettes

that simply snuggle up to the heart of young womanhood, have come in, with their smart lines, their delightful blendings of furs, their glittering clasps, their rich linings—and the Sale will open with a choice among dozens of these highly fashionable garments, scarcely any two alike, each at exactly one-fourth the price it wears today.

Women who want the more conservative long coats, or the lovely fur wrap with its graceful lines, will be equally lucky in the range of their selection, going from the simplest sports coat of gleaming muskrat to the most splendid wrap fashioned of Alaska seal. Various lengths, various styles, various fur trimmings, everything beautifully cut and made.



## The Chance of the Year— Coats

are both short and long. Many are self-trimmed, others trimmed richly with contrasting furs.

Hudson seal (dyed muskrat), self-trimmed, \$217 to \$562.

Hudson seal (dyed muskrat), trimmed with contrasting furs, \$262 to \$375.

Caracul in black, gray and beige, \$225 to \$675.

Mole, \$281 to \$525.

Raccoon, \$225 to \$412.

Natural muskrat, self-trimmed, \$112 to \$180.

Natural muskrat trimmed with contrasting fur, \$168 to \$281.

Also a collection of coats, only one or two of a kind, including leopard, Alaska seal, ermine, Persian lamb, Kolinsky and natural squirrel.

### Neckpieces

Fox scarfs, in all the different colors, from black at \$18 to silver at \$562.

Small animal scarfs in one and two skin pieces, include Russian sable, fisher, Hudson Bay sable, stone marten, baum marten and mink, at a price range going from natural squirrel at \$11 to a Russian sable at \$393.

## A Great Many Neckpieces Are Reduced, Too

Every neckpiece we own, means a great many neckpieces, representing every worthwhile fur in the market; from the sleek, silvery squirrel to the superb Russian sable; small one-skin pieces, great, deep two-animal scarfs, cozy and enveloping as any shiverer could wish, of glorious, glossy fox or other fluffy furs.

And an honest one-fourth sheared away (to speak in fur language) from every original price!

## THE STORE WILL BE CLOSED

on Monday and we wish you a  
Happy New Year Now

